This listing of claims will replace all prior versions, and listings, of claims in the application.

LISTING OF CLAIMS:

1.   (Currently Amended) A method for accessing data records in a private data set having restricted access, the records in the private data set being accessible only by authorized users, the method comprising the steps of:

separating a data record having a defined set of data about a given person into a public data record stored in a public data set and a private data record stored in a private data set, said public data record having a first, public subset of the set of data about the given person, and the private data record having a second, private subset of the set of data about the given person;

creating a logical link to provide access to the private data record from the public data record, said access enabling use of said private data record without providing read access to the private record, including the step of putting into the public data record and the private data record an indicator to indicate that both the private data record and the public data record emanated from the ~~given person~~ same source;

storing the logical link in <u>both</u> the public data record <u>and the private data record</u>;

<u>providing a user with the logical link;</u>

2

receiving a request from [[a]] <u>the</u> user to perform a predefined operation using information from the private data record, the request comprising information from the public data record and said logical link, the user not having read access to <u>all of</u> the private data set;

in response to said request, finding the private data record using the information from the public data record received from the user in combination with the logical link<u>, and providing the user with access to selected data, but not to other data, within the private data record, said selected data enabling the user to contact the given person</u>; and

performing the predefined operation using the private data record and without the user having read access to <u>said other data in</u> the private data set.

2.   (Currently Amended) The method according to claim 1 wherein the logical link comprises a <u>randomly generated numeric</u> key value stored in the public data record and the private data record, said key value is said indicator, and comprising the further step of providing the user with said key value, and wherein the step of receiving a request from the user includes the step of said user using said key value to access the public data record.

Claim 3 (Cancelled).

4.   (Previously Presented) The method according to claim 1 wherein the predefined operation comprises analysis of data in a plurality of private data records.

5.   (Previously Presented) The method according to claim 4 comprising the further step of forwarding the results of the analysis to the user.

6.   (Original) The method according to claim 1 wherein performing the predefined operation comprises the further steps of:

using information from the private data record as a network address; and

transmitting a message to the network address.

7.   (Original) The method according to claim 6 wherein the message comprises email.

8.   (Original) The method according to claim 6 wherein the message comprises message information from any one of the private data record or the public data record.

9.   (Original) The method according to claim 6 wherein the message comprises marketing material.

10.   (Original) The method according to claim 1 wherein the performing the predefined operation step is performed only when a required condition is satisfied.

11.   (Original) The method according to claim 10 wherein the required condition is based upon information in the private record.

12.   (Original) The method according to claim 1 wherein the private data record comprises data regarding any one of a link ID, a key, a consumer or an enterprise.

13.   (Original) The method according to claim 1 wherein the public data record comprises data regarding any one of a link ID, a key, a consumer or a product.

14.   (Original) The method according to claim 1 wherein the performing the predefined operation step comprises the further step of retrieving data from any one of the private data record or the public data record.

15.   (Original) The method according to claim 14 comprising the further step of forwarding the retrieved data to the user.

Claims 16-45 (Cancelled).

46.   (New) The method according to Claim 1 wherein said selected data includes the name, address, phone number and e-mail address of the given person.